INFORMATION LETTER

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Schedule of Events of 1961 Canners Convention

A schedule of the various meetings planned for the 1961 Canners Convention in Chicago January 23-25 has been formulated by the N.C.A. Staff, with approval of the Convention Program Committee.

The schedule has been set up at this time in order to assist members in planning their attendance and filling out their room reservation request forms. A schedule of principal Convention events is published on page 286.

The Convention will be formally opened with the N.C.A. Annual Meeting at 10 o'clock Monday, January 23, and will continue through Wednesday, January 25. On Tuesday and Wednesday, January 24 and 25, there will be open sessions devoted to scientific research, raw products, marketing, and fish.

The C.M.&S.A. Exhibit will be open from Sunday noon, January 22, through Wednesday, January 25.

In keeping with the format of recent Conventions, the technical sessions have been scheduled as breakfast meetings, each starting at 8:30 a.m.

The Tuesday schedule lists a Research Session on canned foods in the diet, a Raw Products Session on mechanical harvesting and handling, a Marketing Session on canned foods in the institutional market, and a Fishery Products Program on tariff and trade policy.

The Wednesday schedule lists a Marketing Session on the FTC economic studies and surveys in the food industry, a Raw Products Session on the Pesticide Screen Program, and the Research Laboratories' Canned Foods Problems Clinic on plant maintenance and sanitation.

The Convention Program Committee has adopted as the theme for the 1961 Canners Convention, "Canned foods the year-round harvest." This theme will be promoted in Convention publicity.

N.C.A. Board to Consider Recommendation Of Milan Smith to Succeed Carlos Campbell

First order of business on the agenda of the N.C.A. Board of Directors at their Convention meeting in Chicago January 22, 1961, will be consideration of the successor to Carlos Campbell, whose retirement from active N.C.A. service takes place next year. A special committee, consisting of 12 past presidents of N.C.A., has filed with Board members a report including recommendations that Milan D. Smith, 1960 President of N.C.A., be appointed as Mr. Campbell's successor.

Vice President John C. Hemingway, serving as Acting President in this matter, so informed the N.C.A. membership in a special letter October 21. Mr. Smith is president of the Smith Canning and Freezing Company, Pendleton, Ore., and of other food packing concerns in Lewiston, Idaho, and Milton-Freewater, Ore. He has been in the canning business since 1941, interrupted by three years as executive assistant to Secretary of Agriculture Benson.

Mr. Hemingway's letter advised the membership that the Board will consider the special committee's recommendation that Mr. Smith be appointed, along with other details bearing on the appointment, as well as the utilization of Mr. Campbell's services in a post-retirement capacity.

The letter reviewed the action leading to the recommendation, stating that the special committee, under the chairmanship of A. Edward Brown, met with the President and Vice President during the May Board meeting and on September 9 filed a report with Board members. This report stated that various potential candidates, both within and outside the N.C.A. staff, had been considered. "Agreement had been unanimous that of the men considered, the one who had the greatest promise of fulfilling the position was the man who is currently serving as President." The committee also reported that it had obtained Mr. Smith's consent to serve if the Board approves its recommendations and appoints him to the position.

In Mr. Hemingway's October 21 letter to the membership he stated that "Since the Board of Directors has, by letters from individual members, voiced its approval of the committee's recommendations it is expected that the Board will devote its discussion next January largely to the problem of details of the arrangement, giving special thought to:

(a) The recommendations that the title of "Executive Secretary" presently used for the chief executive staff officer of N.C.A. be changed to one more in keeping with the duties of the position.

(b) The utilization of Carlos Campbell's fine ability in and knowledge of this industry on a mutually agreeable basis.

Regional Meetings Scheduled for Users of Two-Way Radio

The Special Industrial Radio Service Association will hold a series of regional meetings for Special Industrial Radio Service licensees during the next several months. All licensees in the Special Industrial Radio Service are invited to send a representative, whether a member of SIRSA or not.

The regional meetings will be attended by the executive secretary of SIRSA and the programs will consist of discussions of matters of current interest to all licensees in the Special Industrial Radio Service. Among the subjects to be discussed will be new frequency allocations to Special Industrial Radio Service, CONELRAD requirements, and interference problems and how they may be minimized. Radio equipment manufacturers' representa-

Schedule of Principal Events of the 1961 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

SATURDAY, JANUARY 21

12:30 p.m.—N.C.A. Administrative Council
12:30 p.m.—C.M.&S.A. Board of Directors
4:30 p.m.—Forty-Niners Annual Meeting
5:15 p.m.—Forty-Niners Award Ceremony
7:00 p.m.—State Secretaries Dinner

SUNDAY, JANUARY 22

8:00 a.m.—N.C.A. Legislative Committee
8:00 a.m.—N.C.A. Consumer and Trade Relations Committee
10:00 a.m.—N.C.A. Board Executive Session
10:00 a.m.—C.M.&S.A. Annual Meeting
12:00 noon to 5:00 p.m.—C.M.&S.A. Exhibit
12:30 p.m.—N.C.A. Board Luncheon
2:30 p.m.—N.C.A. Board Executive Session
2:30 p.m.—N.C.A. Equipment Sanitation Committee
6:00 p.m.—Old Guard Reception and Banquet
7:30 p.m.—N.C.A. Research Smoker

MONDAY, JANUARY 23

8:00 a.m.—N.C.A. Fishery Products Committee
9:00 a.m.—N.C.A. Nominating Committee
10:00 a.m.—N.C.A. Annual Meeting and Convention General Session
10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit
12:00 noon—Food Editors Reception and Luncheon
12:30 p.m.—N.C.A. Research Committee Luncheon
12:30 p.m.—N.C.A. Statistics Committee
2:00 p.m.—N.C.A. Labeling Advisory Subcommittee
2:00 p.m.—Food Editors Conference
7:00 p.m.—Young Guard Banquet

TUESDAY, JANUARY 24

8:30 a.m.—N.C.A. Research Program—Canned Foods Assure Adequate and Safe Diets
8:30 a.m.—N.C.A. Marketing Program—The Institutional Market
8:30 a.m.—N.C.A. Raw Products Program—Recent Developments in Mechanical Harvesting and Handling
8:30 a.m.—N.C.A. Fishery Program—Free or Controlled Trade in the International Market—A Debate
10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit
12:30 p.m.—N.C.A. Procurement Committee
12:30 p.m.—Joint Allied Industry and C.&T.R. Luncheon
2:00 p.m.—N.C.A. Processing Committee on Foods in Metal Containers
2:30 p.m.—N.C.A. Labeling Committee
6:30 p.m.—N.C.A. Raw Products Committee
7:00 p.m.—C.M.&S.A. President's Reception
8:00 p.m.—C.M.&S.A. Dinner Dance

WEDNESDAY, JANUARY 25

8:30 a.m.—N.C.A. Research Program—Plant Maintenance and Sanitation
8:30 a.m.—N.C.A. Marketing Program—FTC Economic Studies and Surveys in the Food Industry
8:30 a.m.—N.C.A. Raw Products Program—The Critical Evaluation of the Pesticide Screen Program
10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit
2:00 p.m.—N.C.A. Statistical Quality Control Clinic

CANNED FOODS THE YEAR-ROUND HARVEST

tives will also be present to discuss new developments in two-way radio equipment.

All canners who are using two-way radio in their operations are urged to send a representative to the meeting held in their region. Following is a schedule of forthcoming meeting dates and locations:

Nov. 2—Orlando, Fla. (Cherry Plaza), Region 3 (Ala., Ga., S. C., Fla.)
Nov. 30—Minneapolis (Radisson Hotel), Region 8 (N.D., S.D., Minn.)
Dec. 2—Walla Walla, Wash. (Marcus Whitman Hotel), Region 11 (Wash., Ore., Idaho)
Dec. 5—Los Angeles (Biltmore Hotel), Region 7 (Calif., Nev., Ariz.)
Dec. 7—Denver (Cosmopolitan Hotel), Region 6 (Mont., Wyo., Utah, Colo., N.M.)
Dec. 9—Wichita, Kans. (hotel not selected), Region 5 (Nebr., Iowa, Kans., Mo. Okla.)
Dec. 12—Dallas (Adolphus Hotel), Region 4 (Texas, Ark., La., Miss.)
Dec. 14—Detroit (Statler Hotel), Region 2 (Wis., Mich., Ill., Ind., Ohio, Ky.)

SIRSA BOARD OF DIRECTORS MEETING

The SIRSA board of directors met in Washington last week to discuss budget and program matters for the coming year. A highlight of the meeting was a luncheon with FCC officials and an informal discussion of FCC rulemaking concerning frequency allocation and other operational requirements. Austin J. Hayden of Green Giant Company, who is 1960 president of SIRSA, presided at the meeting. Dr. C. H. Mahoney and Dr. E. A. Crosby of the N.C.A. Raw Products Research Bureau participated as members of the SIRSA board.

Stocks of Canned Vegetables Oct. 1 and Season Shipments

(N.C.A. Division of Statistics)

	Carry-over month	Supply		Canners' Stocks, Oct. 1		Season Shipments to Oct. 1	
		1959–60	1960–61	1959	1960	1959	1960
		(thousands of actual cases)					
Asparagus	March	8,697	9,322	4,558	4,557	4,139	4,765
Spinach	March	6,667	6,330	3,433	3,226	3,234	3,405
Peas	June	38,670	33,248	26,674	23,443	11,996	9,805

Canning Industry Honored

On the occasion of the sesquicentennial of canning, the canning industry and N.C.A. President Milan D. Smith have been honored by the National Frozen Food Association, representing frozen food distributors. At the N.F.F.A. convention in New York City October 26 Mr. Smith was presented an illuminated scroll reading as follows:

"In national convention assembled the frozen food world, barely a quarter century young, pauses in its upward climb

"First, to salute the Sesquicentennial of canning;

"Second, to predict that the happy combination of peak nutrition captured by freezing and distribution protected by canning will demand more and more steel and aluminum;

"Third, to congratulate the National Canners Association for choosing as its President for this Sesquicentennial milestone Milan D. Smith, distinguished frozen food packer and esteemed member and associate of the undersigned.

"National Frozen Food Association.
"October 26, 1960.

"C. Gordon Griffith, *President*
"Harry K. Schauffler,
Executive Director."

Family Weekly

Canned foods were included in five recipes in the food section of *Family Weekly* on October 9. Entitled "Include Fish and Shellfish In Your Company Menus," the article was written by Melanie DeProft, food editor.

The recipes and canned foods used were Anchovy-Stuffed Fish, anchovies and chicken broth; Sea Food Bisque, minced clams; Sardine-Stuffed Tomatoes, sardines; Southern Oyster Loaf, tomato sauce; and Tuna Dip, tuna.

Family Weekly is one of the "big four" Sunday supplement magazine sections. It appears with small daily newspapers and is distributed nationally.

USDA Plentiful Foods List

The USDA Plentiful Foods List for November includes cranberries, broiler-fryers, fresh dates, onions, peanuts, and vegetable fats and oils.

The Chemical Contamination of Foods and the Nutritive Adequacy of the American Food Supply

George P. Larrick, Commissioner of Food and Drugs, addressed the American Dietetic Association at its 43rd annual meeting in Cleveland, October 19, on "The Chemical Contamination of Foods and the Nutritive Adequacy of the American Food Supply." In his address Mr. Larrick discussed many current aspects of food production and distribution in relation to regulatory control and protection of the interests of consumers. Following is the text of the Larrick paper:

Many consumers are concerned today regarding the safety and nutritive value of our foods.

They want to know if the chemicals used in growing, processing, and packaging our food supply are harmless.

They want to know whether modern methods of processing rob foods of their nutritional properties.

And they want to know whether there is a basis for the sensational charges made by nutritional cultists and promoters who are selling the "health foods" and the diet books.

Americans seem to be eating very well these days—at least I have not noticed that efforts to promote "dietary hypochrondria" have cut down on food consumption.

But it seems to me that there is a need to answer these questions for the benefit of consumers who sincerely want to know whether the foods available in our stores are healthful and nutritionally adequate.

Why are these questions being asked? The basic reason, in my opinion, is that there has been a revolution in agriculture and food technology during the past century and especially in the last 25 years. The public food supply, particularly in the United States, is being grown, stored, processed and packed in new ways, and with the aid of new materials that have been scientifically developed for a host of purposes. At the same time, new knowledge of nutrition science has made it possible not only to discover dietary deficiencies, but how to prevent such deficiencies. We have seen the development of new methods of food preservation and food enrichment, but we have also seen the growth of nutrition nonsense and quackery which thrives on promoting mistrust of our abundant food supply. Unfortunately, new scientific advances in the health field seem always to provide opportunities for misrepresentation and quackery. Unfortunately, too, the food industries have neglected the job of informing consumers adequately regarding technological changes in manufactured food products.

But food chemistry and food chemicals are here to stay. The population of this country and the world can certainly not be fed today without the use of chemical aids in planting, growing, harvesting and processing our crops.

The Chemical Contamination of Foods

Although its dangers are greatly exaggerated by alarmists, the use of chemicals in the food supply *does* create serious public health problems. This arises from the large number of chemical materials which are now employed in food production, and from the ever-present possibility that some serious mistake may occur. It is important, therefore, that there be an adequate public understanding of the problem, based on reliable information. Dietitians, especially, need to know the answers to the questions that consumers and patients are asking. And so in this paper I want to present some facts about the chemical contamination of foods and the nutritional adequacy of the American food supply.

All of us today are aware that an ever-increasing number of chemical substances used in and on foods requires constant vigilance and testing to assure that the public is protected. With the recent passage of the Food Additives Amendment, the Food and Drug Administration *is now able for the first time to require that all substances used in food be proved safe under the conditions of proposed use.* But we are finding that this job is a bigger one than we at first supposed, because the number of these materials is actually much greater than any of the previous estimates. Today we have about 700 food chemicals that have been exempted from further testing under the food additive law because, in our opinion, they are generally recognized as safe. At the same time, about 3,000 temporary clearances, or time extensions, have been given to various kinds of chemicals which are probably safe but which in some instances may require further scientific testing to insure that they are safe. This does not mean that there are over 3,000 chemicals in this category; the number is less because some of them represent different uses for the same materials. These figures, by the way, do not include the agricultural chemicals such as insecticides, weed killers and the like, which are controlled under the Pesticide Amendment passed in 1954.

Now, how may chemicals get into our food supply? There appear to be four stages in food production where this may occur: first, from the soil or fertilizer used in growing crops; second, from pesticide chemicals applied

to the crops; third, from drugs administered to livestock; fourth, chemicals added during food processing, or which may get in from the package. Let us consider each of these situations.

(1) FERTILIZERS

Let us look first at fertilizers.

There is no evidence that fertilizers, whether of the "natural" or "chemical" variety, have any deleterious effects on our food supply. Specifically, there is no evidence that they are a source of unwanted chemicals in food, or that they have any significant effect on the nutritional value of foods. Their effect is to increase the yield and quality of crops, apart from their nutritional value. I will have more to say about this in the second part of this paper.

(2) PESTICIDES

A more obvious source of unwanted chemicals in food is from the use of pesticides. But one of the paradoxes of modern living is the necessity of using poisons to protect our crops from destruction by insects and other pests. We have learned how to do this effectively, and safely. Without the use of pesticides the food available to the people of the United States would be neither as varied nor as economical as it is today. But many of the chemicals used to combat insects, weeds, plant diseases, etc., are toxic to man if inhaled, absorbed or ingested in sufficiently high concentrations. To better deal with this problem, Congress in 1954 enacted the Pesticide Chemicals Amendment. Under this law an agricultural poison licensed by the Department of Agriculture is eligibile for establishment of a safe residue tolerance by the Department of Health, Education, and Welfare. If the Department of Agriculture, upon receiving the data submitted, is of the opinion that a residue will remain on food crops then the matter is referred to the Food and Drug Administration to determine whether the residue is harmless or whether a safe limit or tolerance must be imposed. It then becomes the responsibility of the individual using such an agricultural chemical to follow the recommended methods of application. We know from experience that this is not always done. Constant educational effort is needed to stress the importance of following label directions.

Likewise, constant vigilance and adequate manpower are needed to check the safety of raw agricultural commodities by testing samples for pesticide residues. I am glad to report that our market surveys show that the incidence of excessive spray residues on fruits, vegetables and other crops is very small in comparison to the vast number of shipments that are entirely free of such contamination, or well within the legal tolerance. At the same time, I want to emphasize that much more inspection and testing is needed in this field to adequately protect consumers.

Frequently we are asked if it is necessary to wash fresh fruit and vegetables as they come from the store. Our reply is that such washing is always a good practice but should not be necessary for the removal of spray residues.

(3) DRUGS ADMINISTERED TO LIVESTOCK

Since 1938 the Food and Drug Administration has had authority to prevent the marketing of any drug for use in livestock and poultry if such use is not recognized as safe for the human consumer of the meat or other products from such livestock or poultry. Many veterinary drugs have been cleared as safe under the "new drug" section of the law. Some of them have tremendous value for the economical production of such important foods as meat, milk and eggs. There have been very few instances where it has been necessary to invoke the law to protect public health in this field. Actually, by requiring pre-distribution clearance of new drugs, the law prevents violations from occurring.

You will recall that last winter the Department took action to stop the use of stilbestrol, a hormone-like drug, in raising poultry because residues had been detected by new tests in the skin, livers and kidneys of the treated birds. Poultry raisers promptly discontinued the use of the chemical, and drug firms stopped selling it for use in poultry. Three firms, however, are contesting the Department's action, and contend there is no danger to public health from stilbestrol treated poultry. The Department's position is that since stilbestrol is known to be capable of causing cancer no chances should be taken. Furthermore, the new Food Additive law contains a clear prohibition of any cancer-inciting chemical in food.

(4) FOOD ADDITIVES

The processing and packaging of the many convenience foods we know today would be impossible without the use of chemicals such as preservatives, anti-oxidants, stabilizers, thickeners, bleaching agents, buffers, colors, sweeteners, nutrient supplements, flavors, and spices. Before the advent of the Food Additives Amendment of 1958 the Food and Drug Administration could not proceed against a substance used in food unless we could prove that the substance was actually harmful. The Food Additives Amendment shifts the burden of proof to the manufacturer, who must now furnish evidence that the substance he wishes to use will be safe under the proposed conditions of use. This may involve several years of testing on laboratory animals. Some leading manufacturers have been doing this kind of testing for years. Now, however, all must provide the FDA with proof of safety of any substance which they intend to use if it has not previously been found safe.

The decision as to whether a food additive is safe rests with the scientists of the Food and Drug Administration. To food manufacturers it may seem at times that progress is being delayed by these new requirements, but it should be remembered that when the health of the American people is involved it is prudent to err on the side of caution.

The Food Additives Amendment is one of the most important safeguards of the public health today. It assures that chemicals must not only be safe before being used in foods, but must also serve a purpose and not be deceptive to the consumer. In other words, chemicals must not be used to make inferior foods appear similar to good foods.

The new law also prohibits the addition to food of any amount of a substance that is shown to be capable of causing cancer in man or animals. According to the best medical opinion available today, we do not have sufficient knowledge to establish a safe level of use for a cancer-producing chemical.

Many important new problems have arisen in connection with the Food Additives Amendment but we believe that with experience and time they will be resolved. There is an immense backlog of research to be done regarding food materials that have not been adequately studied. Industry and government scientists have just begun to make inroads on this backlog.

THE NUTRITIVE ADEQUACY OF THE FOOD SUPPLY

Now I would like to consider the second phase of my topic—the nutritive adequacy of the American food supply.

The Food and Drug Administration regards the protection of the nutritive quality of food as one of its vital responsibilities. Many questions are being raised today by the uninformed and the misinformed concerning the nutritive adequacy of the daily diet. Some consumers seem to have the impression that all food processing and food preservation is injurious. The "natural" food cult has attempted to foster the belief that anything subjected to processing is "devitalized" if not actually harmful.

Dietitians, of course, are experts in this field. I do not need to tell you what the facts really are, but for the record I will briefly summarize them.

It is well known that some methods of food processing remove some of the essential vitamins and minerals. Some of the most important nutritional discoveries have been made because of this fact.

Less well known is the fact that modern methods of food processing

have been developed to protect the nutritive content of most of our staple foods. For example, by using the most modern procedures and growing special varieties of crops that are harvested at just the right time, the modern canner packs a product that is of high nutritional quality. To illustrate, the canned or frozen orange juice of today retains up to 98 per cent of the Vitamin C that is present in unprocessed oranges.

There is a small but rather militant group in this country who are advocates of so-called "natural organic" foods, and who contend that the use of chemicals has the effect of "devitalizing" our soils and producing food of inferior nutritive properties.

These ideas of course are actively promoted and exploited by people who are in the business of selling the so-called "natural" foods. Such products are claimed to have been grown "organically"—that is without the use of any chemical fertilizers or pesticides, and processed without the use of food additives. We suspect that there are not many of these so-called "natural organic" foods that have actually been produced in the manner indicated. People who buy such products are paying fancy prices for imaginary properties and benefits. Unless you have seen some of the material published by the organic cult I do not think you can fully realize the extent and insidiousness of their promotional effort.

On the other hand, an examination of the *scientific* literature does not reveal any convincing support for the organic food cultists—quite the contrary. The nutritional composition of foods is not significantly affected by the kind of fertilizer used on the crops. For example, in controlled experiments performed at the U. S. Plant, Soil and Nutrition Laboratories at Ithaca, N. Y., it was found that the Vitamin C and carotene content of seedling rye grown on soil that had received large quantities of manure over a period of 25 years was the same as that of rye grown on soil fertilized with chemical fertilizer for the same period of time. Also the Vitamin C, iron and copper content was the same in potatoes grown on the "naturally fertilized" soil and those grown on the "chemically fertilized" soil.[1] A paper written by Dr. L. A. Maynard of Cornell University that appeared in the Journal of the American Medical Association, August 11, 1956, reports that fertilizing the soil influences the *yield* of the food grown on it rather than significantly influencing the nutritive content.

The national food enrichment program is another important factor in the nutritive adequacy of the food supply. Under this program essential vitamins and minerals are added in scientifically determined amounts to staple foods which are suitable vehicles for these important food components. FDA assists in this program through enforcement of its food standard regulations.

The great variety of the American diet also serves to insure its nutritional adequacy. The food supply available to the population of the United States today provides nutrients in excess of the dietary allowances recommended by the National Research Council for optimum nutrition of every man, woman and child. As an example, the average intake of protein is more than twice that actually needed. Yet we are being subjected to a barrage of promotion exhorting us to eat certain products because of their protein content, with the implication that many people suffer from protein malnutrition.

It should be recognized, of course, that certain areas and population groups may have special nutrition problems but the solution to this is better education in the selection of foods. Dietitians can say without hesitation that the average American who chooses a balanced variety of foods has no need to worry about being adequately nourished.

Food Quackery—A National Delusion

The American food supply is the most abundant and nutritious the world has ever seen, and yet we find on the market today an infinite variety of special dietary foods and vitamin mixtures of every description. The American Medical Association has estimated that the public wastes about 500 million dollars a year on nutritional nostrums. We think this a reasonable estimate.

What can dietitians do to promote rational nutrition, and discourage nutritional nonsense?

You have already done a great deal. Through your programs of nutritional education you are one of the leading sources of sound information in this field. But there is much more to be done.

For example, your patients, students, and the public should be advised to view with suspicion any special dietary food that is claimed to have unusual vitamin and mineral content because it contains more ingredients and greater potency than are necessary to meet recommended dietary requirements.

There are hundreds of "shot-gun" food supplement formulas on the market. We seized a product recently which had 104 ingredients in a 2-pill combination, with a so-called "cornucopia base" of 68 fruit and vegetable extracts. The only purpose of such weird and ridiculous concoctions is to impress and deceive the ignorant.

One of the best-selling vitamin products sold house-to-house contains 18 times as much vitamin B_1 as the recommended daily dietary allowance for adults. Again the only purpose is to impress the gullible. There are hundreds of these formulas which are "loaded" with excessive and unnecessary quantities of vitamins. They are promoted on the basis of the common fallacy that if a little of something is good for one, then more would be that much better.

There is a fundamental popular misconception of the role of vitamins in the diet. Many people seem to believe that any shortcoming in the food intake can be made up by taking some kind of pill. They do not realize that vitamins are not a substitute for food but enable the body to utilize food properly. Good nutrition is impossible without good and sufficient food. *With* such a diet, most persons have no need for added vitamins.

Many vitamin promoters in their literature compare the amount of nutrients provided by their products with the content of well-known foods. This is a basically deceptive comparison. To illustrate, one of them claimed that his food supplement contained as much Vitamin A as 3½ quarts of milk; as much B_1 as 8 pounds of roast beef; as much ascorbic acid as 7½ apples; and as much B_{12} as 150 eggs. A consumer gets the impression that he can become "supercharged" by taking such a wonderful concoction. He is not told that he gets these vitamins from other foods, and that ordinary average servings of such foods as meat, milk, vegetables and enriched bread will supply all nutritional requirements.

According to the Council on Foods and Nutrition of the American Medical Association, multiple vitamin preparations should contain only those vitamins or minerals which are necessary in human nutrition. Many nutrition authorities agree that only about a dozen vitamins and minerals have a place in a food supplement. The weird concoctions sold today as dietary supplements are inherently deceptive to the public.

Thus far I have said nothing about the fantastic cure-all claims that are made for many of these so-called dietary supplements. Truly they are the modern version of "snake oil," good for every ailment that afflicts the race of man. A few days ago we instituted criminal proceedings against a promoter on charges of misbranding by false claims to prevent or cure disease. Over 200 false claims were made in the literature promoting this product.

No doubt you have heard of the book "Folk Medicine," which recommends apple cider vinegar and unpasteurized honey for some 60 different ailments from heart attacks to falling hair. In view of the fact that this book continues to be a best-seller it seems likely that at least some of its readers are

[1] Beeson, K. C., Effects of Fertilizers on Nutrition Quality of Crops and Health of Animals and Man, *Plant Food Journal*, Vol. 5, p. 7, 1951.

relying on its recommendations of honey or vinegar for the prevention or treatment of serious disease. Neither of these foods has any significant therapeutic value. Self-medication on the basis of such advice can be extremely dangerous, especially to a person who has any serious ailment.

No court action is possible under the law against the *publishing* of such medical folk-lore, harmful as it may be. But when a mixture of honey and vinegar was put on the market, with the book tied in as promotional material, we were able to seize the product and the book, where they were displayed together.

During the past year the Food and Drug Administration has carried on a vigorous law enforcement campaign against all kinds of false claims for special dietary products. We have had 31 completed court actions, including 25 seizures and six criminal prosecutions. Now pending in the courts are 43 additional seizures and two criminal prosecutions. We seized the entire warehouse inventory of two of the largest mail order vitamin companies, because of false claims in their catalogues. One of them made claims for 49 different diseases and conditions, the other named 26. A big pharmaceutical company had 27 unwarranted claims in its brochure. The value of the seized goods was over 1½ million dollars. But this, of course, is only a small part of the total take of the nutrition racket.

A large segment of the public is being exposed to the misleading information disseminated by faddists and unscrupulous promoters. To be armed against their false statements and implications the consumer needs unbiased, authoritative information about diet. "Food For Fitness," the daily food guide published by the U. S. Department of Agriculture, is an excellent example of the kind of educational material that needs to be widely distributed.

Consumers also need to be better informed about the function of vitamins in the ordinary diet and the limitations of vitamin preparations and food supplements in the treatment and prevention of disease. There is a continuing need to debunk the false promises of the vitamin peddlers and pitchmen. I know of nothing better for this purpose than the motion picture which the American Medical Association has produced, called "The Medicine Man." It should be shown widely, to schools, organizations, and on television.

The Food and Drug Administration has a circular called "Food Facts vs. Food Fallacies," which many of you have seen. It outlines claims and practices which violate the Federal Food, Drug and Cosmetic Act. We will be glad to send it to any dietitian or teacher.

Over the years, dietitians have made a very important contribution to public health by teaching rational nutrition and exposing hokum and pseudoscience wherever it appears. We welcome and applaud your efforts, and hope you can increase them.

A continuous effort is necessary to keep the record straight regarding the wholesomeness, safety, and nutritional quality of the American food supply. There is, unfortunately, a vast fund of public *mis*information on these subjects that is like money in the bank for the unscrupulous promoter. To boost his sales he seeks to undermine public confidence in our staple foods and to encourage self medication for conditions that call for the attention of a physician. Ailing, elderly and retired persons on limited incomes are his special victims. But the young family must also be on guard because there is not money enough in the food budget for expensive supplements that are not needed.

The false premises on which some promoters base their pitch must not go unchallenged. The statement that any common disease of the American public is due to inadequate diet is *false*. There are many causes of disease and the advice of a competent physician is necessary to determine specific deficiencies and to prescribe for them.

Foods available in any modern food store today supply the nutritional needs of the average person.

Our food supply *is* being protected against chemical contamination.

There is no need to go in for food fads and freak diets. It is *not* necessary for the average person to supplement his diet with vitamins and minerals to protect his health. And particularly the public should reject any suggestion of unsupervised self treatment with vitamins or minerals to cure disease.

N.C.A. Home Economist Attends National Conferences

During the month of October two national conferences of importance to the food industry were attended by Katherine R. Smith, Director of the N.C.A. Consumer Service Division.

The annual Newspaper Food Editors Conference was held in New York October 2-7. Food editors from throughout the United States and Canada attended. Latest information about various foods was presented at sessions sponsored by business firms.

The annual meeting of the American Dietetic Association was held in Cleveland October 18-21, and was attended by leading nutritionists and medical leaders, foods and nutrition educational people, dietitians from hospitals, school lunch, armed services, government agencies, state and federal institutions, and commercial firms. Technical sessions and reports on the results of recent research covering a broad range of subjects were given by leaders in the various fields. Also, papers were presented by personnel of the USDA, FDA, and other federal departments and agencies.

Canned Peas for School Lunch

USDA announced October 27 it had decided not to accept any of the offers for the sale of canned peas for use in the National School Lunch Program. USDA said quantities offered were inadequate to provide national distribution to schools participating in the program.

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